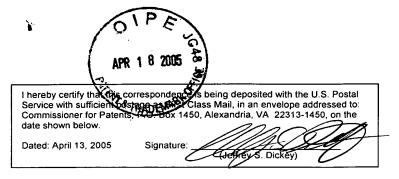
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AMENDMENT TRANSMITTAL LETTER  Application No. Filing Date Examiner						Docket No. TOBINB 3.0-001 CONT CONT I	
Applicatio 09/781,		Filing I February 1	1	Examiner A. R. Yuan		Art Unit 2176	
Applicant(s): Will			· -				
Invention: METH	OD AND SYST			MARKETING SERVI	CES ON I	NETWORKS	
TO THE COMMISSIONER FOR PATENTS							
Transmitted herewith is an amendment in the above-identified application.							
The fee has been calculated and is transmitted as shown below.							
	Claims	CLAIM: Highest	IS AS AMENI	DED			
	Remaining After Amendment	Number Previously Paid	Number Extra Claims Present	Rate			
Total Claims	20	- 94 =	Present	X			
Independent Claims	2	- 6 =		x			
Multiple Dependent Claims (check if applicable)					 I		
Other fee (please specify):							
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					I	0.00	
x Large Entity Small Entity							
x No additional fee is required for this amendment.							
Please charge Deposit Account No in the amount of \$  A duplicate copy of this sheet is enclosed.							
A check in the amount of \$ to cover the filing fee is enclosed.							
Payment by credit card. Form PTO-2038 is attached.							
The Director is hereby authorized to charge and credit Deposit Account No12-1095 as described below. A duplicate copy of this sheet is enclosed.							
x Credit any overpayment.							
x Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.							
Jeffrey S. Dickey Attorney Reg. No.: 35,858							
LERNER, DAVI 600 South Aver Westfield, New (908) 518-6399	Jersey 07090		LZ & MENTL	IK, LLP			
I hereby certify that this an envelope addressed shown below.	s correspondence is d to: MS Amendme	being deposited want, Commissioner f	rith the U.S. Posta for Patents, P.O. I	al Service with sufficient po Box 1450, Alexandria, VA	stage as Firs 22313-1450,	t Class Mail, in on the date	
Dated: April 13, 2005	Signature:				(Jeffre	y S. Dickey)	



Docket No.: TOBINB 3.0-001 CONT CONT I (PATENT)

: Group Art Unit: 2176

: Examiner: A. R. Yuan

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

William J. Tobin

Application No.: 09/781,354

Filed: February 12, 2001

For: METHOD AND SYSTEM FOR

CUSTOMIZING MARKETING SERVICES ON NETWORKS COMMUNICATINGWITH HYPERTEXT TAGGING CONVENTIONS

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

## RESPONSE

Dear Sir:

In response to the official action mailed March 15, 2005, applicant submits the following remarks.

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